BRITISH COLUMBIA
ARTS COUNCIL
An agency of the Province of British Columbia

2011/2012
Technical Addendum

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The British Columbia Arts Council is an independent agency that supports arts and cultural activity in communities across British Columbia. From professional dance companies to art galleries, local museums and music festivals – the Council works to enrich the lives of British Columbians in virtually every community in the province.

The Council is committed to its goals of fostering artistic excellence, strengthening community engagement, supporting the unique role of Aboriginal artists and communities, and enhancing financial and other services. Our progress towards these goals is highlighted in our Annual Report.

This Technical Addendum is linked to our Annual Report and provides supplemental information to the reporting of performance measures, which reflect our progress towards achieving our goals. For example, supplemental information includes the full list of all the communities receiving funding, detailed information on the type and nature of British Columbians engagement with arts and artists in their communities, as well as biographies of board members who served during 2011/12.

Through use of the Technical Addendum in combination with the Annual Report and the Awards Listing, the BC Arts Council seeks to provide an accountable reporting of our progress for 2011/12 against the goals and targets established in the prior year.

Additional information on current programs and application processes is available at: www.bcartscouncil.ca.

COUNCIL MEMBER BIOGRAPHIES

CHAIR, STANLEY HAMILTON

Dr. Stanley Hamilton is an emeritus professor at UBC's Sauder School of Business. During his career at UBC, Dr. Hamilton taught and conducted research in real estate valuation and taxation, institutional investments and pension fund governance. He also served in a number of senior administrator roles at UBC. Throughout his career he has been active in community activities including serving on the boards of the Children's Aid Society of Vancouver, the Vancouver Stock Exchange, the B.C. Assessment Authority, the Vancouver City Planning Commission and is a member of both the Investment Advisory Committee of the Public Guardian and Trustee of B.C. and the Financial Services Tribunal of B.C.

Dr. Hamilton is a past chair of the Arts Club Theatre Company and currently serves as a director of the Stanley Theatre Society. Dr. Hamilton is currently a member of UBC's Development Permit Board and the Real Estate Foundation of B.C.'s Investment Advisory Committee.

VICE CHAIR, JACKSON DAVIES

Jackson Davies is a working actor and has performed on theatre stages across Canada. He has acted in, written and produced well over 350 television and film productions. Jackson is best known for his 16-year role as Constable John Constable in CBC's longest running TV series, *The Beachcombers*.

An inductee to the B.C. Entertainment Hall of Fame, Jackson is one of only two Canadians to have been declared Honourary RCMP Sergeants. He is also on the Faculty of Capilano University's Stage and Screen program.

BARBARA ADAMS

Barbara Adams has taught both elementary and middle school for 33 years in Victoria. As well, she taught Art Education at the University of Victoria. Previously, Ms. Adams was a board member of the Art Gallery of Greater Victoria; a delegate representing the Art Gallery of Greater Victoria to attend arts in education conferences from 1997-1999; and a board member for Community Arts Council of Greater Victoria. She was the recipient of the Middle School Art Teacher Award of Excellence in 2009; recipient of School District #61 Arts Recognition Award in 2005; recipient of the Queen's Golden Jubilee Medal and received the Community Arts Council Community Arts of Greater Victoria Award in 2003. Ms. Adams completed her Master of Education in Art Education and Bachelor of Arts from the University of Victoria.

RUSSELL ANTHONY

Russell Anthony is a past vice president of Stantec, a company that provides professional design and consulting services in planning, engineering, architecture, surveying, and project management. He was previously president of RPA Projects and Penreal, as well as executive director and chief operating officer of the Ballet Opera House Corporation and vice president of Expo 86 Corporation. Russ also served as the chair of Friends of Carnegie, was a member of Vancouver's Economic Development Commission and served as chair and director of Sport BC.

Currently, he is a director of the Vancouver Opera Foundation and a supporter of the Community Arts Council of Vancouver. Russ holds a Bachelor of Arts from the University of Winnipeg, a Bachelor of Laws from University of Toronto, and a Master of Laws from The London School of Economics.

MERLA BECKERMAN

Merla Beckerman is an advisor and consultant who has been actively involved in the arts, both as a professional and as a volunteer. She was Chair of the Vancouver Art Gallery's Board and served as a trustee for twelve years. She was appointed Vice-chair of the National Gallery of Canada and was chair of the Acquisition, Governance and Communication committees.

Merla's past community involvement includes serving as a board member of Arts Umbrella, and West Vancouver Community Foundation, as trustee of the Canadian Craft Museum and executive member of the Contemporary Art Society of Vancouver. She is a past Commissioner of the West Vancouver Parks and Recreation's board and was recognised as North Shore YMCA Volunteer of the Year.

Merla produced "Table of Honour", a provincial competition for the design and execution of tableware for Government House, Victoria. She is the Founding Chair of St. Paul's Hospital Foundation Art Committee and is currently the Chair of the Ambleside Arts Advisory Council. Merla was a partner in Contemporary Art Collections.

CHRISTOS DIKEAKOS

Christos Dikeakos was born in Thessaloniki, Greece in 1946, moved to Vancouver in 1957 and studied at the University of BC, graduating in Fine Arts in 1970. His work—photographs, sculpture and publications—has been exhibited at the National Gallery, the Winnipeg Art Gallery, the Museum of Contemporary Canadian Art, Toronto and the Vancouver Art Gallery.

Internationally, Christos has shown at the ICA in Portland, Oregon, the Musée d'art moderne de la ville de Paris, and the Brisbane Art Gallery in Australia. His work is in the permanent collections of the National Gallery, and The Vancouver Art Gallery.

He has taught in the Fine Arts department at UBC and at Emily Carr College of Art + Design and has lectured nationally and internationally on contemporary art. Christos has served for many years as a trustee of Vancouver Art Gallery and as head of the Acquisitions Committee.

STEPHEN FOSTER

Stephen Foster is a video and electronic media artist of mixed Haida and European background. His work tends to deal with issues of indigenous representation in popular culture through personal narrative. He has exhibited in solo and group exhibitions both internationally and nationally and participated in various festivals with video installations and single channel works. In 2007, Stephen received his first opportunity to present a retrospective screening of his video work at the Dawson City International Short Film Festival. In addition to his exhibition record, Stephen is a published author, and has presented lectures and participated on panels for new media, video art and contemporary indigenous art at national and international venues. He has taken part in residencies at the Banff Centre for the Arts, Klondike Institute of Art and Culture, Oboro in Montreal and more recently at La chambre blanche in Quebec City.

Stephen holds two college diplomas, as well as a BFA and a MFA. For his Masters of Fine Arts degree at York University he received the Master's Thesis Prize, one of three given University wide, for his thesis exhibition and support paper entitled 'Behind a Sheet of Glass.' More recently, Stephen was awarded a large Research/Creation Grant from the Social Sciences and Humanities Research Council of Canada for exploring interactive and experimental approaches to documentary.

Stephen is currently an Associate Professor in the Creative Studies department and is the Director of the Summer Institute for Interdisciplinary Indigenous Graduate Studies at the University of British Columbia – Okanagan. He is also the coordinator of the CanWest Global Centre for Artists' Video and instructs courses dedicated to video production, digital media and visual and cultural theory.

GORDON HARRIS

Gordon Harris is President and CEO of SFU Community Trust, where he leads the development of UniverCity, a model sustainable community. For 20 years Mr. Harris had a distinguished career as an independent professional urban planner, providing consulting services to a wide range of Canadian and international clients.

He is a Fellow of the Canadian Institute of Planners and has been a member of the board of the Urban Futures Institute, Presentation House Cultural Society, and the Vancouver Contemporary Art Gallery.

ELIZABETH MACRITCHIE

Elizabeth MacRitchie is past president of the Prince George Community Foundation and has served on boards of arts and sports organizations for the last 25 years. She is past president of the Prince George Music Festival, has served on the boards of the BC Association of Performing Arts Festivals, the Prince George Music School and the Northern Family Health Society.

Ms. MacRitchie has chaired Prince George Symphony Orchestra's Strauss Ball events and has volunteered in many other capacities with the symphony. Music is an important part of her life: she has served as pianist for several school choirs and operetta productions, and has performed with the Cantata Choir and local musical theatre productions.

LORI MARCHAND

Lori Marchand is the general manager for the Western Canada Theatre in Kamloops. She has contributed to the success of the Southern Interior's largest professional theatre company for several years. Ms. Marchand previously worked for Odyssey Productions and Broadway North Theatre Company, both in Prince Albert, Saskatchewan.

Publicity and marketing have been a major part of her responsibilities with all three theatre companies.

RON SMITH

Born and raised in Vancouver, Ron Smith received his BA from the University of British Columbia and his MA from the University of Leeds, before becoming a professor at Malaspina University-College in Nanaimo, where he taught English and Creative Writing between 1971 and 1998. In 1974 he founded the publishing company Oolichan Books in Lantzville, and from 1988 to 1991 he was the fiction editor for Douglas & McIntyre. He was also instrumental in helping establish the first Aboriginal press, Theytus Books, in 1981.

Ron is the author of eight books. The most recent was a finalist for the Christie Harris Illustrated Children's Literature Prize, the 2008 BC Book Awards, and has been nominated for the 2009 Shining Willow Award, Saskatchewan Young Readers. Upon his retirement from teaching he was named the first Honorary Research Associate of the Faculty of Arts and First Nations Studies at Malaspina University-College.

He has given readings and lecture tours in the U.S., Italy, Albania, England and across Canada. In 2002, a selection of his poetry was translated by Ada Donati and published in a book-length bilingual edition, *Arabesque e altre poesie*, in Italy (Schifanoia Editore). In 2004 his play, *The Boarder*, was selected for a "process reading" as a part of the New Play Festival at the Playwright's Theatre Centre in Vancouver. He received an Honorary Doctorate, D. Litt., from the University of British Columbia in the spring of 2002, and in 2005/2006 he was the inaugural Distinguished Fulbright Chair in Creative Writing at Arizona State University.

He has served as a cultural advisor to the Canadian embassy in Italy, and as a jury member on several national and regional arts council committees. Ron lives with his wife, Pat Smith, also a writer, in Lantzville on Vancouver Island. He has played an essential role in the growth of literary, historical and public policy publishing in British Columbia.

MARILYN TIMMS

Marilyn Timms is a full-time working artist who lives in the Comox Valley. She paints figures from life and landscapes in watercolours and acrylics and has been honing her craft for more than 30 years. A well respected workshop instructor, Marilyn travels extensively sharing her skills, jurying exhibitions and lecturing. She was awarded the Barse Miller Memorial Award at the American Watercolour Society's 136th International Exhibition in 2003. She has had paintings accepted into the Societé Canadienne de l'Aquarelle Annual Watercolour Exhibition, the Canadian Society for Painters in Watercolours Open Water exhibition and many others.

Marilyn was awarded full signature membership in the Federation of Canadian Artists in 1993 and, in 2005, she attained full signature membership in the Society of Canadian Artists. Her board experience has been enhanced by many years as a member of the Federation of Canadian Artists Board of Governors, past president and past board member of the Comox Valley Art Gallery, a member of the Comox Valley Chamber of Commerce, the Downtown Courtenay Business Improvement Association, Courtenay Rotary Club and Soroptimist International of Courtenay.

MICHAEL TINDALL

Michael Tindall is a retired business executive with a strong commitment to community service. For the majority of his career, he performed in leadership roles ranging from General Manager to Senior Vice President. Upon his retirement, he was responsible for revenue development and management at two television stations and 38 radio stations in British Columbia and Alberta.

Michael began his broadcast career with CBC Vancouver before moving to private radio and television. In addition, he served a two-year contract as General Manager of the Bermuda Broadcasting Company and previously wrote, produced and directed approximately 80 television programs and short films while with the University of British Columbia.

Michael has served on more than 20 community boards and committees including various charitable foundations, performing arts, heritage, youth, health, film, and community development organizations. In particular, he is past President of the Vernon Kalamalka Rotary Club, past director of the Okanagan Film Commission, a founding member and former director of the Vernon Performing Arts Society and current President of the Community Foundation of the North Okanagan, to name a few. He continues to work on business planning and development with small businesses and community groups on a project basis.

BILL USHER

Bill Usher is a senior artist and arts entrepreneur who moved to Golden from Toronto in 2002. Throughout his 40-year career as a musician, radio and television producer, actor, playwright, and record producer, he has received numerous awards including gold and platinum records and three Juno Awards.

Bill Usher has been active in the business of the arts, working in both the private sector as the founder and managing owner of two record companies, Elephant Records and Kids' Records, and the artist management company Kids' Entertainment. He has worked in the public sector on staff and as a consultant with the Ontario Arts Council, the Ontario Tourism Marketing Partnership, the Toronto Arts Council, the Ontario Ministry of Culture, and currently as the executive director for Kicking Horse Culture in Golden. In a governance role, Mr. Usher is vice chair of the Columbia Kootenay Cultural Alliance and a member of the board of ArtStarts in Schools, Vancouver. Musically speaking, Mr. Usher continues to perform his 'good getting older' love songs from his most recent album, *Slowdancing in the Ballroom of Life*. His Canadian Cancer Society Relay for Life song, "*Tonight I Walk for You*", has become the theme song for relays across Canada and the USA.

CONNIE WATTS

Connie Watts is a mixed media artist and a business owner. She is of Nuu-chah-nulth, Gitxsan and Kwakwaka'wakw ancestry and lives in Port Alberni. Connie graduated from the Emily Carr Institute of Art + Design with a B.F.A. in Intermedia, and has her Bachelor of Interior Design from the University of Manitoba. She has shown her artwork across Canada and the US, including shows in New York, Portland, Seattle, Ottawa, Winnipeg and Vancouver.

Connie works as a designer in many facets, which included a large executive office project that united her expertise in art with design. In 2007 she was contracted as the Project Manager for the Venues' Aboriginal Art Program for Vancouver 2010. Connie continues to work on commissioned work for various corporate and private collectors, with the largest installation being the Thunderbird sculpture "Hetux" at Vancouver International Airport and her first outdoor work for the city of Parksville in 2010.

KAREN YOUNG

Karen Young is an entrepreneur, business woman and volunteer with a passion for helping others succeed. Her business ventures encompass the fields of online education and fundraising, as well as volunteer coordination for Lookout Emergency Aid Society.

Believing in healthy, whole communities, Karen is past chair of the City of Abbotsford's Arts and Heritage Advisory Committee, past president of the Abbotsford Symphony Orchestra Society, and past president of the Abbotsford Chamber of Commerce. Karen was honoured in 1999 with the Woman of the Year Award, in the leadership category, by the Business and Professional Woman's Association of the Fraser Valley.

2011/2012 goals overview

GOAL 1 - FOSTER ARTISTIC EXCELLENCE

1 | Enhance awareness of what artistic excellence means, why it is important and how the Council assesses excellence.

2 | Provide stimulus and encouragement to artistic excellence by investing resources in exploration and innovation by a broad range of artists and organizations.

3 | Describe, quantify and promote artistic excellence in British Columbia by enhancing and building the understanding of the breadth and depth of artistic production in our province.

4 | Promote increased awareness of the contribution that excellent artistic work makes to the development of artists, art forms and the arts.

GOAL 2 - STRENGTHEN COMMUNITY ENGAGEMENT

1 | Strengthen community engagement within the arts and cultural communities.

2 | Build awareness of the scope, diversity and excellence of B.C.'s arts and culture.

3 | Strengthen the Council's profile across B.C.

4 | Strengthen relationships between the Council and all levels of government.

GOAL 3 - SUPPORT THE UNIQUE ROLE OF ABORIGINAL ARTISTS AND COMMUNITIES

1 | Honour Aboriginal artists and culture.

2 | Increase investment for Aboriginal artists and cultural organizations.

GOAL 4 - ENHANCE FINANCIAL AND OTHER SERVICES

1 | Investigate and implement approaches to augment resources from current sources.

2 | Develop a comprehensive planning approach to ensure that the Council's annual budgets reflect core values and long term priorities, regardless of economic circumstances.

3 | Build the Council's network of partners and supporters.

4 | Implement initiatives and models to assist artists and community organizations in risk management associated with fluctuations in funding from the Council.

5 | Provide increased leadership by actively supporting best practices.

GOAL ONE

FOSTER ARTISTIC EXCELLENCE

FOCUS ON PERFORMANCE

Balancing innovation and annual operating assistance

Importance of the Measure

The balance between innovation and operating support represents the commitment of the BC Arts Council to fostering artistic excellence, in all facets. Innovation, through new, original and challenging work promotes the evolution of the provincial artistic landscape, while operating support provides the stability for arts organizations to develop healthy and sustainable organizations.

Performance Highlights and Expectations

Innovation refers to the introduction of something new and is associated with the renewal or improvement of an idea, method or device. The Council's promotion of innovation is a recognition that the evolution of the artistic landscape depends on artists pushing the envelope of ideas, materials, and methods. Innovation includes consideration of risk or challenge, originality, contribution to the body of work of the province and to the provincial cultural legacy, and demonstrated a commitment to access.

As a percentage of grants budget, innovation was a consideration in 4.75% or $800,000 of the 2011/12 awards. This is down slightly from the previous year where innovation accounted for 5% or $841,500.

Fostering artistic excellence also includes supporting the provincial cultural legacy; this includes supporting the stability of arts organizations through operating support. Operating support for organizations leads to the sustainability of the sector as a whole and empowers leaders to allocate funding to the areas in need of attention to ensure a healthy and well functioning organization. The BC Arts Council Special Projects—Innovations Program includes support for commissioning, research, development and production of new work in the performing, studio and community arts. Funding through the Sport and Arts Legacy Fund celebrates the province's legacy of experimentation and creation, which encourages new work and the development of artists, which is especially critical in times of austerity.

Key Considerations

This is a new way of tracking our commitment to fostering artistic excellence and refinement of this measure, including targets, will be developed moving forward.

GOAL TWO

STRENGTHEN COMMUNITY ENGAGEMENT

FOCUS ON PERFORMANCE

Number of geographic communities benefiting from BC Arts Council activity

Importance of the Measure

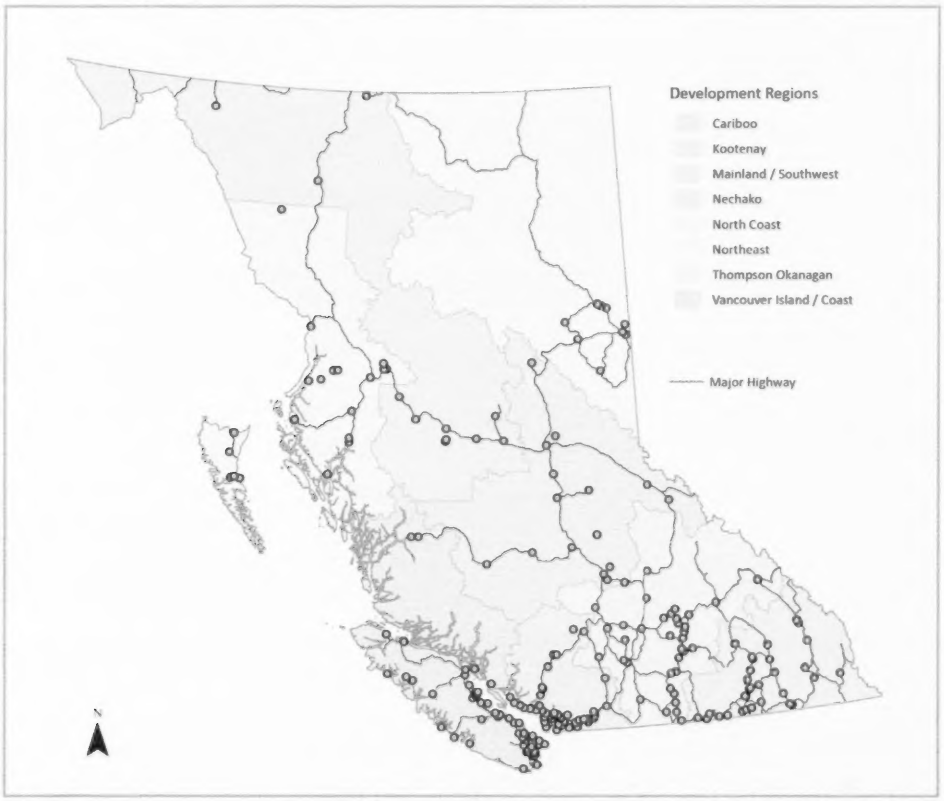
This measure demonstrates the diversity and distribution of Council-funded activities throughout British Columbia during 2011/12. The BC Arts Council is committed to supporting opportunities for arts and cultural activities and programming throughout the province, and this is reflected in the extent of those opportunities. Our target is that at least 216 communities receive funding through the Council in 2011/12 and was established by the baseline established in 2007/08. Efforts to meet this target ensure that Council strives to meet its commitment to serve all geographic regions of the province, including the Islands, and First Nations Communities.

Performance Highlights and Expectations

A total of 219 communities benefited from Council funding, including those that receive assistance through third party partners supported by the Council. This exceeds the target of 216 communities set by Council to ensure that all geographic regions are served by Council funding and activities.

Key Considerations

The map and list of communities supporting this measure includes those benefiting from Council funding, as well as those that receive assistance through third-party partners supported by the Council.



COMMUNITIES BENEFITING FROM BC ARTS COUNCIL ACTIVITY

100 Mile House
Abbotsford
Agassiz
Aiyansh
Aldergrove
Alert Bay
Alexis Creek
Anmore
Argenta
Armstrong
Ashcroft
Atlin
Baldonnel
Bamfield
Barriere
Bella Coola
Black Creek
Boston Bar
Bowen Island
Brackendale
Brentwood Bay
Bridge Lake
Britannia Beach
Burnaby
Burns Lake
Campbell River
Canal Flats
Canyon
Castlegar
Celista
Charlie Lake
Chase
Chemainus
Chetwynd
Chilliwack
Christina Lake
Clearwater
Clinton
Cobble Hill
Coldstream
Comox
Coquitlam
Cortes Island
Courtenay
Cowichan Bay
Cranbrook
Crawford Bay
Crescent Valley
Creston
Crofton
Cumberland
Dawson Creek
Dease Lake
Delta
Denman Island
Deroche
Dewdney
Duncan
Dunster
Enderby
Erickson
Errington
Falkland
Fernie
Forest Grove
Fort Langley
Fort St. James
Fort St. John
Francois Lake
Fraser Lake
Fruitvale
Gabriola Island
Galiano Island
Garibaldi Highlands
Gibsons
Gingolx
Gitwinksihlkw
Gold River
Golden
Grand Forks
Greenville
Greenwood
Grindrod
Hagensborg
Haisla
Halfmoon Bay
Harrison Hot Springs
Hartley Bay
Hazelton
Heriot Bay
Hixon
Hope
Hornby Island
Horsefly
Houston
Hudson's Hope
Invermere
Kamloops
Kaslo
Kelowna
Keremeos
Kimberley
Kispiox
Kitimat
Kitwanga
Kuskanook
Kyuquot
Ladysmith
Lake Country
Langley
Lantzville
Lazo
Lillooet
Lions Bay
Logan Lake
Lone Butte
Lower Nicola
Lower Post
Lumby
Lytton
Mackenzie
Madeira Park
Maple Ridge
Masset
Mayne Island
Merritt
Midway
Mill Bay
Mission

COMMUNITIES BENEFITING FROM BC ARTS COUNCIL ACTIVITY (CONTINUED)

Mount Currie
Nakusp
Nanaimo
Nelson
New Aiyansh
New Denver
New Hazelton
New Westminster
North Saanich
North Vancouver
Okanagan Falls
Oliver
Osoyoos
Parksville
Pemberton
Pender Island
Penticton
Pitt Meadows
Port Alberni
Port Clements
Port Coquitlam
Port Hardy
Port Moody
Pouce Coupe
Powell River
Prince George
Prince Rupert
Princeton
Qualicum Beach
Queen Charlotte
Quesnel
Revelstoke
Richmond
Roberts Creek
Robson
Rock Creek
Rolla
Rosedale
Rossland
Royston
Saanichton
Salmo
Salmon Arm
Saltspring Island
Sandspit
Sardis
Saturna Island
Savona
Sechelt
Shalalth
Shawnigan Lake
Sicamous
Sidney
Silverton
Skidegate
Slocan
Smithers
Sooke
Sorrento
South Slocan
Southbank
Squamish
Stewart
Summerland
Surrey
Tahsis
Tappen
Tatla Lake
Telegraph Creek
Terrace
Thetis Island
Tofino
Trail
Tumbler Ridge
Ucluelet
Valemount
Vancouver
Vanderhoof
Vernon
Victoria
Wells
West Kelowna
West Vancouver
Whistler
White Rock
Williams Lake
Willow River
Windermere
Winlaw
Zeballos

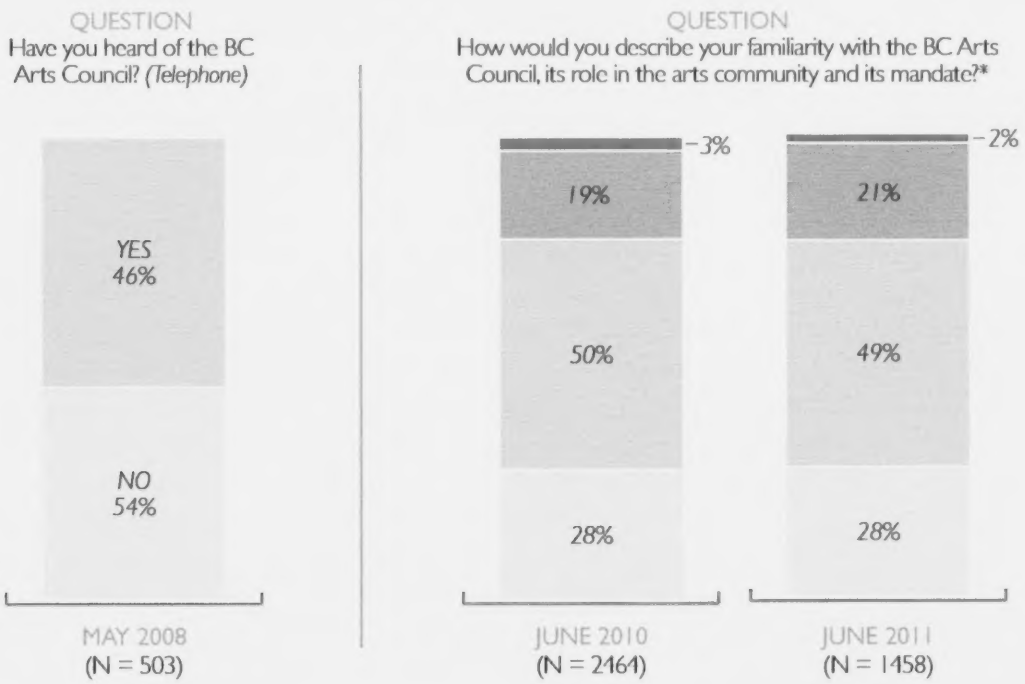
Percentage of British Columbians surveyed demonstrating awareness of the BC Arts Council's role and mandate

Importance of the Measure

Each year, the BC Arts Council conducts a survey to gauge public awareness the BC Arts Council and participation in the arts throughout B.C. The responses provide insight into one aspect of the BC Arts Council's engagement with communities. The measure tracks responses of those surveyed to the questions: "Have you heard of BC Arts Council?" and "How would you describe your familiarity with the BC Arts Council, its role in the arts community and its mandate?".

Performance Highlights

The majority of B.C. residents (71%) continue to say they have heard of the BC Arts Council. Of those surveyed, 23% are somewhat or very familiar with the organization, its role in the arts community and its mandate while a greater percentage, 19%, indicate they have heard of the BC Arts Council, but are not familiar with its role or mandate. Compared to the 2010 results, it would seem that British Columbians are just as familiar with the role and mandate of the BC Arts Council as they were one year ago.



Key Considerations

In 2011, of the 4,942 British Columbians invited to participate, 1,458 completed the survey, resulting in a response rate of 30%. Synovate was commissioned to conduct the survey as part of its monthly online omnibus survey for 2011; this is a change in methodology from 2010 and some caution is exercised in making comparisons between the two survey years.

FOCUS ON PERFORMANCE

Percentage of British Columbians surveyed participating in B.C.'s arts and cultural communities

Importance of the Measure

The BC Arts Council is committed to supporting artists and organizations throughout British Columbia. This measure connects that support with Council's commitment to engage all British Columbians in a healthy arts and cultural community through opportunities for British Columbians to participate in arts and cultural activities. This includes visiting art galleries and museums, attending live dance or music performances, as well as reading books, magazines and watching films. In addition to national statistics for arts and cultural participation, the BC Arts Council uses a yearly Synovate survey question to focus on participation in activities featuring B.C. based art and artists.

Performance Highlights and Expectations

According to a national study of arts and cultural participation, jointly funded by Canadian Heritage, Canada Council for the Arts, and Ontario Arts Council, all British Columbians over 15 years of age participated in at least one art, culture or heritage activity during the survey year (2010).

The Provincial Profiles of Arts, Culture and Heritage Activities in 2010 report from Hill Strategies Research provides provincial data regarding the number and percentage of Canadians 15 or older who:

- Visited art galleries or other museums
- Attended live performances
- Visited historic sites and other heritage organizations
- Read newspapers, magazines or books
- Watched movies or videos, or
- Listened to recorded music

Based on the results, more British Columbians go to art galleries, attend classical music performances, and attend performances of cultural or heritage music, theatre or dance than the national average. The full report is available at: http://www.hillstrategies.com/docs/Cultural_activities_provinces2010.pdf.

With Synovate's survey's focus on B.C. based arts and cultural activities, overall participation in arts and cultural activities featuring B.C. arts and artists was reported at 42%. Museums, art galleries, and live music or theatre performances featuring B.C. art or artists were the most widely attended. Slightly fewer households report reading B.C. magazines or books by B.C. writers or publishers. This year, 1,458 people responded to the survey.

The following represents the relative participation levels in various activities for British Columbians.

Activity	Percentage (%) of total respondents (1458)
Visited a museum featuring B.C. works of art or artifacts*[3]	15
Visited an art gallery featuring works of art by B.C. artists*[3]	14
Attended a live music performance featuring B.C. artists*[3]	13
Read a B.C. magazine or arts/literary periodical	13
Attended a live theatre performance featuring B.C. artists*[3]	12
Read a book by a B.C. writer or publisher	12
Attended a dance performance featuring B.C. artists*[3]	5
Attended a B.C. arts festival *(including film, theatre, music and dance festivals)*	5

Data Source: Synovate 2011 online omnibus survey

Key Considerations

In the previous year, the participation rate from the Synovate survey was 61%, and the apparent drop can mainly be attributed to the change in the question wording to specify activities which feature B.C. artists/a B.C. work of art. The more specific focus of the question resulted in decreased reporting of participation in 2011 and the presentation of the national survey provides additional information about British Columbians' participation in arts and cultural activities overall.

GOAL THREE

SUPPORT THE UNIQUE ROLE OF ABORIGINAL ARTISTS AND COMMUNITIES

FOCUS ON PERFORMANCE

Percentage of budget allocated to Aboriginal Arts Development Awards Program (AADA)

Importance of the Measure

Aboriginal artists and arts and cultural organizations represent a diverse array of artistic practices in communities across the province. To recognize this unique contribution, the BC Arts Council is committed to funding both aboriginal artists and communities. Through a longstanding partnership with the First Peoples' Heritage, Language and Culture Council, support is provided for grants, program delivery, outreach and program development.

Each year, emerging Aboriginal artists, administrators and practitioners are recognized and supported through the Aboriginal Arts Development Awards Program.

Performance Highlights

The BC Arts Council provided $180,000 in funding to AADA in 2011/12 which reflects 2.85% of the overall budget. This demonstrates a continued increase over the base year of 2009/10, in which $150,000 (or 2.5% of the overall budget), as well as a slight increase over the $165,000 (or 2.7% of overall budget) which was allocated in 2010/11.

Key considerations

In addition to the funding and programs provided in partnership with the First Peoples' Heritage, Language and Cultural Council, all BC Arts Council programs are accessible to eligible Aboriginal artists or arts organizations and artists or arts organizations from diverse cultural and regional communities of B.C. The Council continues to encourage all its applicants to articulate how their work thrives within a province rich with aboriginal diversity.

FOCUS ON PERFORMANCE

Percentage of BC Arts Council meetings observing First Nations protocol

Importance of the Measure

Acknowledgement of traditional territories on which BC Arts Council meetings are held is a commitment made by Council to honour the pre- and post-contact history of British Columbia.

Performance Highlights and Expectations

For 2011/12, 100% of BC Arts Council meetings acknowledged traditional territories. This included peer-adjudication (advisory or jury) meetings as reported by the advisory and jury chair and all Council board meetings reported by the meeting secretary.

Key Considerations

Committee meetings which consisted of the same participants, and spanned several days, were counted as a single meeting.

GOAL FOUR

ENHANCE FINANCIAL AND OTHER SERVICES

FOCUS ON PERFORMANCE

Financial health of selected arts and cultural organizations improves

Importance of the Measure

A foundational part of BC Arts Council's mandate is to foster as sustainable and thriving arts and cultural sector for British Columbia. The financial health of arts and cultural organizations demonstrates our success towards this commitment and is reflected in working capital, or the difference between current assets and current liabilities.

Performance Highlights and Expectations

For 2010/11, 18 organizations out of the 25 assessed have maintained a positive working capital or improved their working capital position, 11 of which are in a better position than in the previous year. This measure is intended as an indicator of the health of the sector as a whole and reflects the financial stability of arts and culture organizations in the province. Each year, 25 major cultural organizations are reviewed. The 2010/11 results show that there has been improvement within the sector as compared to 2009/10, when the recession had an impact on B.C.'s arts and cultural community's revenues, private sector support, and proceeds from endowments. At that time 8 of the 25 major cultural organizations had shown a positive or improve working capital position. The implementation of the BC Arts Council's Special Projects - Capacity and Sustainability Program may have assisted in the addressing the increasing need of stability and resilience in the sector. The results speak to the ability of B.C.'s arts organizations to adapt to changes in the environment. It should be noted, however, that a small number of the province's flagship organizations saw lower levels of earned revenue and posted significant operating losses during 2010/11.

Key Considerations

Data to support the calculation of working capital was based on the audited financial statements of 25 of the major arts and cultural organizations across the province. The organizations listed varies from year to year to reflect the intention of reflecting financial health of the sector overall, and not of any particular organization(s). The use of audited financial statements also requires that the analysis occur over a time period that precedes fiscal 2011/12.

FOCUS ON PERFORMANCE

Number of applications and number or amount of funding provided

Importance of the Measure

The BC Arts Council continues to receive high numbers of applications each year for funding from all disciplines. To ensure ongoing support for high numbers of applications, which enable Council's ability to connect with artists from all disciplines and geographic communities, the number of applications and the total amount of awards is reported.

Performance Highlights and Expectations

For 2011/12, there were a total of 2,148 requests with 1,028 approved applications. Of the total $34,844,765 requested, actual awards equaled $17,034,205.

Key Considerations

The number of applications includes those that were withdrawn or disqualified. The total amount awarded exceeds Council's provincial allocation of $16.8 million due to additional funds leveraged by programs delivered under third party agreements (Aboriginal Arts Development Awards, Community Presenters Assistance and Artists in Education.) In some programs, applicants do not provide a request amount so these requests are the award amount.

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